

NEWS

For Immediate Release

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Click It or Ticket reminder: Buckle Up In Your Truck

Bismarck – The *Click It or Ticket* seat belt enforcement campaign this month has a special reminder for occupants of pickups: buckle up in your truck.

Male pickup drivers and passengers are those least likely to buckle up in North Dakota, survey data shows. North Dakota State University Upper Great Plains Transportation Institute observes seat belt use in 27 counties annually for the North Dakota Department of Transportation (NDDOT). The 2015 report found that one of three male pickup passengers in North Dakota is unbelted.

“Low seat belt use puts light truck occupants at high risk,” states Karin Mongeon, Safety Division Director at NDDOT. “This type of vehicle is represented in the majority of fatalities resulting from single vehicle rollover crashes.”

In 2015, 46 people died in single vehicle rollover crashes in North Dakota—and 65 percent of those who died were occupants of a pickup, van or utility vehicle. Nearly 80 percent of these motor vehicle fatalities in single vehicle rollovers were unbelted and nearly 70 percent of those unbelted fatalities were totally or partially ejected.

“Not using a seat belt continues to be the leading factor linked to traffic deaths in North Dakota,” explains Mongeon. “Seat belts dramatically reduce fatalities in rollovers because they prevent ejection.”

Forty-eight law enforcement agencies in North Dakota will be adding extra traffic safety patrols during January to help increase the use of seat belts and save lives. These efforts will be coordinated amongst law enforcement agencies in each of the state’s eight regions. The North Dakota Highway Patrol, along with Burleigh, Emmons, Grant, McLean, and Morton County Sheriffs’ Departments and Bismarck, Lincoln and Mandan Police Departments will coordinate efforts for their specific region.

“Officers will be focused on enforcement of seat belt violations in the month of January. The goal is to get everybody to buckle up to save lives, not to write citations,” said Chief of Police Joe Gibbs of the Lincoln Police Department.

The North Dakota Department of Transportation (NDDOT) administers federal grant funding for extra seat belt enforcement as part of an overall effort to prevent deaths and injuries on North Dakota roads.

CODE FOR THE ROAD

FOLLOW THE RULES. FOLLOW THE LAW.



Learn more about traffic safety initiatives at dot.nd.gov, ndcodefortheroad.org or join the conversation on the *Code for the Road* Facebook or Twitter page.

Families are invited to create memorials for those who have died in crashes in North Dakota at ndcodefortheroad.org/memorial.

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